

FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. IV

JUNE-JULY, 1957

FEBRUARY

RECEIVED

JUL 17 1957

U. S. Department of Agriculture

NO. 6

Snails
and
Slugs



Cut Worm



Chinch Bug



Sod
Webworm



Army Worm



Black Spot



Mildew

We're Ready To Rush To Your Rescue!



Our experienced service crew, under the supervision of Mr. Malcolm Menees, is equipped to competently diagnose your lawn and plant problems, and give you the best in fertilizing, pruning, and spraying. Such proper care will insure your trees, shrubs and lawns looking their best.

A special service designed for homeowners is the **INSPECTION SERVICE** available. For only \$5.00 per month our expert will check all lawns, shrubs and trees at your home monthly, and send you a written report with recommendations as to what should be done, as well as an estimate of the cost if you'd like us to do it for you. This service is designed particularly for newcomers to Florida or for folks who live here only part of each year but want to protect their investment.



Mealy Bugs



Aphids



Scales



Thrip



White Fly



Spider Mite

Of course you can plant all summer!

Don't be mis-led by the old myth that plants should not be moved in the summer months; perhaps that WAS true years ago, but modern methods of growing and preparing plants for the market make it possible to plant any time of the year.

Here are some reasons why summer-time is good planting time:

CONTAINER GROWN PLANTS MOVE EASILY!

Trees, shrubs, vines, fruit trees—any plant grown in cans, tubs or pots move safely at any time. The roots are never disturbed, and they grow on, blooming.

ROOT PRUNING IN FIELDS MAKE MOVING SAFER!

Progressive nurserymen have learned that root pruning of growing plants make root systems more compact; this prevents their losing much of the roots when taken up carefully and balled and burlapped.

PLANTS GROW BETTER AND FASTER IN SUMMER!

Not only do plants put on more growth, but they increase their root systems in the summer. Plants add inches in size and spread—your investment increases immediately with dividends in larger plants and more bloom.

PALMS ACTUALLY MOVE BETTER IN SUMMER!

The growing season causes them to put out new roots and fronds faster . . . they really become established more rapidly.

GRASS SPREADS BETTER IN SUMMER!

We always recommend lawns be planted during the summer—both roots and top grow faster and more satisfactorily in the warm weather. A lawn planted in the summer will usually cover in 90 days!

YOU HAVE MORE LEISURE TIME IN SUMMER!

The longer days, as well as the fact that you are less rushed, permit you to spend more time working in your garden. You'll enjoy it more, too!

SELECT YOUR SUMMER FLOWERING PLANTS IN BLOOM!

You can select just the variety and color and size and get exactly the right effect with blooming plants . . . plant them today and enjoy the bloom immediately!

You Plan Balanced Meals For Your Family Why Not For Your Plants?

Sec. 562 P.L.&R.

U.S. Postage

PAID

Leesburg, Fla.

Permit No. 15

PLANTS NEED AT LEAST THREE
MEALS PER YEAR. USE OUR FEEDING
SCHEDULE FOR BEST RESULTS.

FEED ALL PLANTS WITH ZING
to insure

MORE VIGOROUS GROWTH
LUSH DARK GREEN FOLIAGE
ABUNDANCE OF FRUIT OR BLOOM

ZING A & C—special formula for Azaleas, Camellias and other
acid-loving plants.

ZING T & S—formula for all trees and shrubs.

ZING LAWN—perfect for smooth green sod.

ONLY \$3.95 per hundred

FLORIDA NURSERY AND LANDSCAPE CO.
LEESBURG, OCALA, AND WINTER PARK, FLORIDA

Library
U.S. Dept. of Agriculture
Washington 25, D.C.
RECEIVED
JUL 11 1961

FORM 3547 REQUESTED

Plant These Now--Have Bloom All Summer!

ALLAMANDA. Large dark green leaves and trumpet shaped yellow
flowers. 75c up

ACALYPHA. Brilliant foliage of red shades. Colorful and showy.
75c up

BELOPERONE GUTTATA. (Shrimp Plant) Unusual flower bracts
of rich reddish bronze. Profuse bloomer. 75c up

BOUGAINVILLEA. Handsome ornamental vine. Blooms profusely.
Several colors. \$1.50 up

CROTONS. Vivid showy foliage in wide color range and varied leaf
shape and textures. 75c up

CUPHEA. Dainty low growing shrub producing many small color-
ful bloom of bright purple or light lavender. 75c up

DURANTA PLUMIERI (Golden Dewdrop). Terminal spike of
lavender-lilac flowers followed by golden berries that hang on
for months. 75c up

HIBISCUS. Florida's favorite shrub because of long and profuse
bloom. Many beautiful colors in single and double flowering
varieties. 75c up

IXORA COCCINEA (Flame of the Woods). Shining dark green
foliage and large terminal clusters of brilliant orange-red flowers.
Blooms nearly all year. 75c up

JASMINE ILLICIFOLIUM (Star Jasmine). Large clusters of
fragrant white flowers contrast with dark green pointed foliage.
Blooms for a long time. \$1.50 up

LANTANA DELICATISSIMA. Trailing shrub with delicate fern-
like foliage and clusters of bright lavender flowers. Blooms
all year. 75c up

PENTAS. A fast growing sub-shrub with clusters of red, pink,
lavender or white flowers in abundance. Good for cutting, too.
\$1.25 up

TABERNAEMONTANA CORONARIA. (Crepe Jasmine or Fleur
d'Amour). Fragrant double white flowers of crepy texture
resembling a carnation in shape. Large attractive green foliage.
\$1.50 up

TIBOUCHINA SEMIDECANDRA (Princess Flower). Royal purple
flowers and soft, velvety foliage make this bushy shrub a favorite.
Very showy. \$1.25 each

THRYALLIS GLAUCA. Light green rounded foliage and terminal
clusters of bright yellow flowers. Blooms all year. 75c up

Plant Your Lawn Now !

Nothing adds more to the attractiveness and comfort of your
home than a smooth green lawn. It aids by:

1. Providing a beautiful frame for your house.
2. Serving as air-conditioner for your home, keeping moist cool
air circulating about it.
3. Preventing floor damage by reducing sand being brought
into the house on shoes.
4. Helping to make your house cleaning easier.
5. Offering recreation space for children and adults in the
family, as well as friends.
6. Increasing the value of your property at once and furthering
increasing value as it grows.

Grass grows more rapidly in the summer, and if you plant now
and fertilize and water it properly you will have a nice sod in
60-90 days.

There are several good lawn grasses for Central Florida. Ask
us about the best for your location and use.

FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St. OPEN DAILY 8:30 TO 5:30 S. Orange Ave.
Phone 158 CLOSED SUNDAY Ph. Ma-2-8345
LEESBURG OCALA

Professional Office: 125 E. Welbourne St.

Phone 6-2781

WINTER PARK

Open Monday thru Friday

9 A.M. to 5 P.M.

Sat. — 9-12 A.M.

"MILLIONS OF PLANTS"



No portion of this bulletin may be used or reproduced in any way
without the written consent of the owner, Florida Nursery and Land-
scape Co., Leesburg, Florida.